

Here's your content rewritten in a clear **Q&A format** 

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**Q:** Which area of our work does the following quote relate to?

**A:** *"In response, we need neither a wholehearted acceptance nor an outright rejection of cure, but rather a broad-based grappling."*

**Area:** Psychologist

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**Q:** What did Habgood & Ainsworth (2011) mean by "Marry content to game mechanics"?

**A:** The target content to be learned is integrated into the game mechanics — not used as a reward, but embedded within gameplay. Intrinsic (embedded) learning outperforms extrinsic (separated) and control conditions in both pre-post and delayed tests.

**Area:** Content and Instruction Design

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**Q:** How can games support interest-driven learning?

**A:** Games act as a "trojan horse" for interest-driven learning, engaging learners through curiosity and interactivity.

**Area:** Content and Instruction Design

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**Q:** What happens when learning content in games becomes too preachy?

**A:** When content feels too didactic or preachy, players lose interest.

**Area:** Content and Instruction Design

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**Q:** What role do moments of reflection play in learning games?

**A:** Reflection moments should challenge preconceptions but not be overly forceful; subtlety enhances engagement.

**Area:** Content and Instruction Design

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**Q:** How can conceptual change be achieved through gameplay?

**A:** By letting players discover inconsistencies between their beliefs and new data, prompting conceptual change — though overly direct messages reduce this effect.

**Area:** Content and Instruction Design

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**Q:** What is the relationship between learning and emotion in game-based education?

**A:** Learning is emotional as well as cognitive.

- Games are about emotion.
- To be valid, a game must be a genuine assessment.
- To teach, it must be scaffolded.

- To teach broadly, it must use multiple representations.

**Area:** Content and Instruction Design

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**Q:** What is the knowledge-to-action gap in environmental communication?

**A:** It refers to the lack of real environmental behavior despite high public awareness.

**Area:** Content and Instruction Design

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**Q:** What are some ethical concerns in therapeutic game design?

**A:** Ensuring that games don't encourage self-diagnosis or replace therapy. Example: A game where players act as a therapist (even as a dog) to learn therapeutic approaches while reflecting on themselves.

**Area:** Product Design

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**Q:** How are escape rooms used in educational product design?

**A:** Barry Joseph (AMNH) designed escape rooms with puzzles, keys, and mixed-reality (MR/VR) tools like Hololens to encourage teamwork and exploration. (More info at *Mooshme.org* and *@MMMmooshme*).

**Area:** Product Design

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**Q:** What is meant by scalable sustainable PLM?

**A:** Creating product lifecycle management systems that can grow efficiently and remain sustainable over time.

**Area:** Product Design

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**Q:** Why do people often fail to act on what they know about environmental issues?

**A:** The temporal gap between actions and consequences makes the cause-effect link abstract and less motivating.

**Area:** Product Design

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**Q:** How is trust evolving in healthcare services?

**A:** Patients now place greater trust in technologically advanced services rather than in personal relationships with local healthcare providers.

**Area:** Sales

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**Q:** How do trust and patient satisfaction differ as metrics?

**A:** Trust predicts future behavior (forward-looking), while satisfaction reflects past experiences (backward-looking).

**Area:** Sales

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**Q:** What should startups be careful about when using SAFE agreements?

**A:** Be cautious of the fine print and valuation caps (e.g., 5M). SAFE terms can hide critical details affecting investor alignment.

**Area:** Investors

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**Q:** What are tools like CCPS and SAFE equity structures used for?

**A:** To ensure alignment between investors and venture capitalists.

**Area:** Investors

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**Q:** What are the three stages of product-market fit?

**A:** (1) Product-market fit, (2) Scalable product-market fit, and (3) Sustainable product-market fit.

**Area:** Investors

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**Q:** How are cognitive computers transforming mental health assessment?

**A:** By analyzing speech, writing, and biometrics (MRI, EEG, wearables) to detect indicators of conditions like Parkinson's, Alzheimer's, PTSD, autism, and ADHD.

**Source:** IBM page

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**Q:** How will cognitive computing change patient monitoring?

**A:** It will make invisible signs visible—enabling continuous, home-based assessments that complement clinical visits.

**Source:** IBM page

Question	Answer
What is the company's updated address?	No. 677, 1st Floor, 27th Main, 13th Cross, HSR Layout, Sector 1, Bangalore - 560102.
What is the company's prior address?	4th Floor, No. 22 (#351), Salarpuria Towers – I, Hosur Road, Koramangala, Bangalore, Karnataka, 560095.
What is the company's Group Structure?	The company is a stand-alone entity.
What is the company's DPIIT recognition number?	DIPP50045.

Question	Answer
What trade-specific registrations does the startup have?	Goods and Services Tax, Professional Tax registration, and Shops & Establishment act.
What is the company's website?	<a href="https://www.ai.com/">https://www.ai.com/</a>
Where can I find the company on LinkedIn?	<a href="https://www.linkedin.com/company/ai">https://www.linkedin.com/company/ai</a>
Question	Answer
What is the company's product/service?	The company builds ML-powered tools, specifically an image-processing SaaS service called VoxelBox, that enables personalized brain mapping using fMRI. This is helpful in a wide range of clinical and research use cases for neuropsychiatric disorders.
Who is the target audience for the product?	The product is intended to be used by neurosurgeons, neurologists, psychiatrists, and radiologists for providing better diagnosis and treatment to patients of neuropsychiatric disorders.
Who are the target paying customers of the company?	The target paying customers are hospitals and radiology centers with 3T MRI machines in India and the US.
Who are the primary influencers and end-users of the product within the hospital setting?	The primary influencers are doctors working on brain disorders (neurologists, psychiatrists, and neurosurgeons), and the end-users are radiologists.
What are the key use cases for the connectomic analysis provided by the product?	Neurosurgeons use the connectomic analysis for Brain Tumor and Epilepsy surgery planning.

Question	Answer
<b>What problem does the product solve?</b>	Clinicians currently rely on limited, often subjective (self-reported symptoms) or highly invasive (PET, sEEG) methods for diagnosing and treating neuropsychiatric disorders. The company's AI-powered VoxelBox makes non-invasive, objective, and precise resting state fMRI (rs-fMRI) accessible by automating its complex pre-processing and providing easy-to-read reports.
<b>What is the company's immediate target market?</b>	Neurosurgery, as fMRI is already used regularly in this field (albeit a different variety).
<b>What are the future target markets for the company?</b>	Neurology and Psychiatry, where fMRI is currently underutilized.
<b>What are the two key geographic markets the company is targeting?</b>	India and the US.
<b>What is the estimated Total Addressable Market (TAM)?</b>	USD \$26\$ billion annually for just 5 "connectomics on an individual" use-cases (more than 20 counting).
<b>What is the estimated Serviceable Obtainable Market (SOM)?</b>	USD \$6.3\$ billion annually.
<b>What is the value proposition of the product?</b>	1. Demystifying rs-fMRI: Makes complex resting state-fMRI technology accessible. 2. Efficiency and automation: Automates complicated, laborious pre-processing that can otherwise take days or months to set up. 3. Ease of use: Provides easy-to-read AI and 3D-simulation reports for informed diagnosis and treatment decisions.
Question	Answer
<b>What is the customer acquisition strategy?</b>	A combination of: 1) Partnering with Fortune 500 companies (GE Healthcare, Dassault Systemes, Netapp) for joint Go-To-Market strategies. 2) Reaching out to doctors via marketing, sales, and

Question	Answer
	small-ticket leading products (preprocessing pipeline, research-related services, mobile app). 3) Efforts include Content-marketing and conferences, Relationship building/in-person demos, and Contractual agreements for fMRI product conversions.
<b>Which hospitals are current customers or key references?</b>	Max Hospital (New Delhi/Saket) and Centre for Advanced Research in Imaging, Neuroscience and Genomics (CARING).
<b>How many hospitals are currently piloting the company's tools?</b>	4 hospitals in India.
<b>How many app users does the company have?</b>	300+ app users (in one source) or 200 app users (in another).
<b>How many hospitals have provided letters of intent (LOI)?</b>	7 additional hospitals across India: Dinanath Mageshkar, Medanta, Lutheran Medical Group, Ramaiah Memorial, SRMC, Jaslok, and Kokilaben.
<b>Is the company currently generating revenue?</b>	The company is currently pre-revenue.
<b>How has the company validated the market need?</b>	They have actively engaged with the GE ecosystem and held sessions called "Psyked" to gather feedback. They have spoken to over 80 psychiatrists, 80 neurologists, and 150 neurosurgeons globally, who all resonated with the need for better tools.
Question	Answer
<b>Who are the co-founders?</b>	Laina Emmanuel (Co-founder and CEO) and Dr. Rimjhim Agrawal (Co-founder and CTO).
<b>What is the CEO, Laina Emmanuel's, background?</b>	15+ to 19+ years of experience in healthcare management, policy, and consulting. Holds an MBA in healthcare from ISB and a B.Tech from NIT Calicut. Has experience in consulting for the Government of India and organizations like the Clinton Health

Question	Answer
	Access Initiative, and built complex software products at Netapp and Cisco.
<b>What is the CTO, Dr. Rimjhim Agrawal's, background?</b>	Holds a Ph.D. in machine learning, neuroimaging, and psychiatry from NIMHANS. Has 5+ years of experience in neurosciences, published 10+ papers (including one in Nature on schizophrenia diagnostics), and published patents. She is one of the few people globally at the intersection of these three fields.
<b>How did the co-founders meet?</b>	They met at the Entrepreneur First program in 2018.
<b>When was the company started?</b>	May 2019.
<b>What inspired the founders to start this business?</b>	Both founders wanted to harness their distinct skill sets to achieve high impact by solving the problem of inadequate methods for diagnosis and rehabilitation of CNS (Central Nervous System) disorders.
<b>What is the total size of the core team?</b>	The core team size is stated as 8 members in some sources, and 25 members in another, with 19 full-time employees (excluding founders).
<b>What is the gender diversity of the team?</b>	Over 50% of the employees are women (in one source) and there are 9 female full-time employees out of 19 (in another).
<b>Does the company have advisors?</b>	Yes, the list includes: Dr. Sunil Kalmady (Computational Neuroscientist), Dr. Bharat Aggarwal (Radiologist, Max Hospital), Dr. Puneet Agarwal (Neurologist, Max Hospital), Dinesh Shenoy (Business Advisor), Dr. Shabari Girishan (Neurosurgery Expertise), Dr. Abhimanyu Chandak (Psychiatrist), Dr. Mazda Turel (Neurosurgery Expertise), and Dr. Ullas A V (Radiology Expertise).
Question	Answer
<b>What are the company's key impact metrics?</b>	1. Number of people with mental and brain health issues who can access better quality of care (through partnerships with over 20 top-tier hospitals). 2. Patents (1 granted, 8 filed). 3. Diversity

Question	Answer
	in hiring (>50% of employees are women, 30% of the team is neuro-divergent).
<b>What are the company's associated UN Sustainable Development Goals (SDGs)?</b>	SDG 3: Good Health and Well-being; SDG 9: Industry, Innovation and Infrastructure; SDG 10: Reduced Inequalities.
<b>How will funding help the company?</b>	Funding (specifically the Nexus startup development fund) will allow the company to scale faster until the next round of fundraising to ensure: 1) Doctors continue using the product for critical disorders (brain tumour, epilepsy, TBI). 2) Expanded access to the product for more hospitals and patients.
Question	Answer
<b>What is the overall problem BrainSightAI is solving?</b>	Neuropsychiatric disorders are the 3rd largest contributor to the global burden of disease. The world lacks revolutionary treatments because clinicians lack tools for early screening, differential diagnosis, and individualized modeling.
<b>Why are these tools important?</b>	These tools would allow doctors to personalize treatment for individuals and recruit the right patients for clinical trials for revolutionary new treatments and therapies.
<b>What are the two products offered by BrainSightAI?</b>	BrainSightAI offers two products: Voxelbox and Snowdrop.
<b>Who is the solution relevant for across the healthcare system?</b>	Patients (earlier screening/confirmation); Doctors (greater insights for psychiatrists, precision in diagnosis/prognosis for neurologists/neurosurgeons); Hospitals (increased footfall to MRI, higher QALY/dollar scans); and Pharma companies (derisking clinical trials).
Question	Answer



Question	Answer
<b>What is Voxelbox and what are its features?</b>	Voxelbox is a platform that makes fMRI analysis readily accessible to clinical practitioners. It uses an AI-powered engine to investigate disorders, treatment approaches, and surgical planning, drastically reducing the turnaround time and providing reports with rich insights.
<b>Is AI being used for reporting cross-sectional Central Nervous System (CNS) studies?</b>	Yes, the company is using AI for investigation on both cross-sectional (diagnosis) and longitudinal (prognosis). The models immediately available on imaging data are cross-sectional.
<b>What kind of MRI machine is needed for Voxelbox?</b>	Voxelbox currently uses data from 3 Tesla (3T) MRI machines.
<b>Can a 2.5 T MRI be used for the studies?</b>	No, the company is currently using data from 3 Tesla (3T) MRI machines.
<b>Do I need to download anything on my computer? Or is this on the cloud?</b>	The platform is on the cloud. (Inferred from the nature of SaaS and remote analysis.)
<b>How does BrainSightAI's fMRI preprocessing work and how does it stand out?</b>	The platform processes the complex fMRI data using an AI engine to reduce turnaround time and provide rich insights, making the technology accessible to clinicians.
<b>Do we need another hardware for rs-fMRI?</b>	No, the existing 3-T machine can be used for rs-fMRI.
<b>Does the patient need to perform any task while the rs-fMRI is done for eloquent cortex mapping?</b>	No, the patient will be at rest. No task is required.

Question	Answer
How will you take care of inter-machine variability?	(Answer missing/not provided in the source text)
What does Voxelbox plus offer?	(Answer missing/not provided in the source text)
Is the VoxelBoxPlus compatible with image guiding device?	(Answer missing/not provided in the source text)
Do you need a strong patient base to be a part of the Voxelbox+ research collaboration?	(Answer missing/not provided in the source text)
Question	Answer
What does the Snowdrop app aim to achieve?	Snowdrop is a companion app for streamlining patient history through a smart combination of symptom tracker, phone sensors, and artificial intelligence. It acts as a complimentary data source for doctors and therapists.
How will an unfit patient log data in the app?	(Answer missing/not provided in the source text)
Can the caregiver log data in the app on behalf of the patient?	(Answer missing/not provided in the source text)
How will the caregiver get consent for sharing the patient's report?	The patient gives an advanced directive as per MHCA 2017 (Mental Healthcare Act) which allows the selection of a caregiver and their rights over sharing reports. This is done during the onboarding process.
Can the patient log the side effects and the improvement in the disorder with respect to	(Answer missing/not provided in the source text)

Question	Answer
the medication he is taking?	
Do you plan on showing graphs other than sleep and mood?	(Answer missing/not provided in the source text)
Is the app accessible to everyone through the playstore?	(Answer missing/not provided in the source text)
The app is built for which psychiatric disorders? Does it cover the entire spectrum of psychiatric illnesses?	(Answer missing/not provided in the source text)
How is the report shared with the doctor and what is the frequency?	(Answer missing/not provided in the source text)
Is there an SOS feature on the app?	(Answer missing/not provided in the source text)
Does the app have a consultation or follow up reminder feature?	(Answer missing/not provided in the source text)
Can doctors add notes on the app?	(Answer missing/not provided in the source text)
How do you decide on the kind of content that is shown to the patients?	(Answer missing/not provided in the source text)
Question	Answer



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